

ATLAS

MY FRIEND  
IRMA

The famous C.B.S.  
TELEVISION and  
RADIO *Laff-Riot!*

10¢

MAY

my  
Friend

Irma

NO.  
31

**HOT DOG!**

NO, THANKS, JUST  
A BAG OF PEANUTS!



DAN  
DE CARLO

ON SALE  
MONTHLY



Reducing Specialist Says:  
**LOSE WEIGHT**

Where  
It  
Shows  
Most

**REDUCE**

MOST ANY  
PART OF  
THE  
BODY WITH

**ELECTRIC**

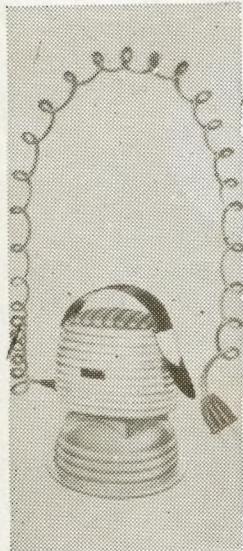
**Spot Reducer**

Relaxing • Soothing  
Penetrating Massage

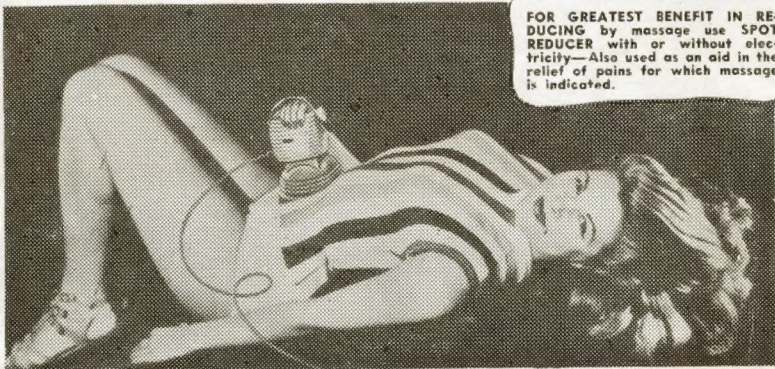
PLUG IN  
GRASP  
HANDLE  
AND  
APPLY



UNDERWRITERS  
LABORATORY  
APPROVED



Take pounds off—keep slim  
and trim with Spot Reducer!  
Remarkable new invention  
which uses one of the most  
effective reducing methods  
employed by masseurs and  
turkish baths—MASSAGE!



FOR GREATEST BENEFIT IN REDUCING by massage use SPOT REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.

**TAKE OFF EXCESS WEIGHT!**

**Don't Stay FAT— You Can LOSE**

**POUNDS and INCHES SAFELY** Without Risking HEALTH

**L**IKE a magic wand, the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steam-baths, drugs or laxatives.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

**YOUR OWN PRIVATE MASSEUR AT HOME**

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts. Underwriters Laboratory approved.

**TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!**

Mail this coupon with only \$1 for your Spot Reducer on approval. Pay postman \$8.95 plus delivery—or send \$9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

**ALSO USE IT FOR ACES AND PAINS**



**CAN'T SLEEP:**

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.



**MUSCULAR ACES:**

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.

**LOSE WEIGHT  
OR NO CHARGE**

**USED BY EXPERTS**

Thousands have lost weight this way—in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

**ORDER IT TODAY!**

**SENT ON APPROVAL—MAIL COUPON NOW!**

**SPOT REDUCER CO., Dept. B-356**

**318 Market St., Newark, New Jersey**

Please send me the Standard Model SPOT REDUCER for 10 days trial period. I enclose \$1.00, upon arrival I will pay postman only \$8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

☐ I enclose \$12.95. Send DeLux Model, postage pre-paid.

Name .....

Address .....

City ..... State .....

☐ **SAVE POSTAGE**—check here if you enclose \$12.95 for DeLux Model. We pay all postage and handling charges. Same money back guarantee applies.

☐ I enclose \$9.95. Send Standard Model.

**LOSE WEIGHT OR NO CHARGE**

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Printed in the U.S.A.

MAIL THIS 10 DAY FREE TRIAL COUPON NOW!



# AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

*My Friend*

**IRMA**

2C

IRMA, THIS NOTE CAME FOR YOU WHILE YOU WERE OUT... BUT THERE'S NO MESSAGE ON IT!

OH, IT MUST BE FROM MY COUSIN HERMAN... HE CAN'T WRITE!

by  
*Stan Lee*

JANE'S DRESS BY:  
MARION MAC DONALD  
41 PARK ST.  
SIDNEY, S.C.

IRMA'S DRESS BY:  
MARY HEWETT  
12 NOKOMIS CIRCLE  
KNOXVILLE, TENN.

c480

IF HE CAN'T WRITE... WHY DOES HE BOTHER SENDING YOU NOTES?

HOW ELSE CAN WE KEEP IN TOUCH WITH EACH OTHER?

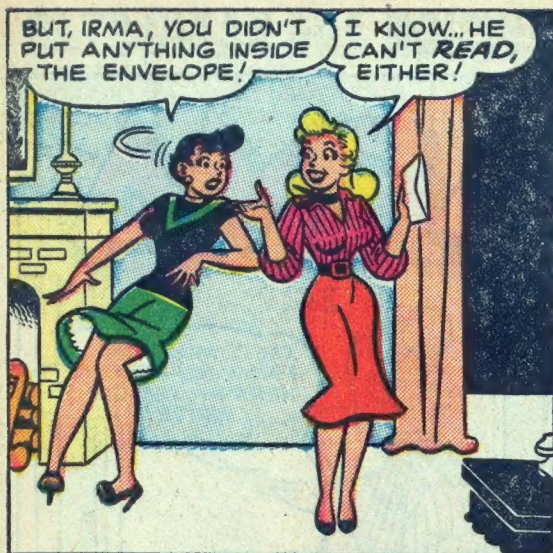
WHY DO I BOTHER ASKING YOU QUESTIONS?

I'D BETTER ANSWER HIS NOTE RIGHT AWAY!

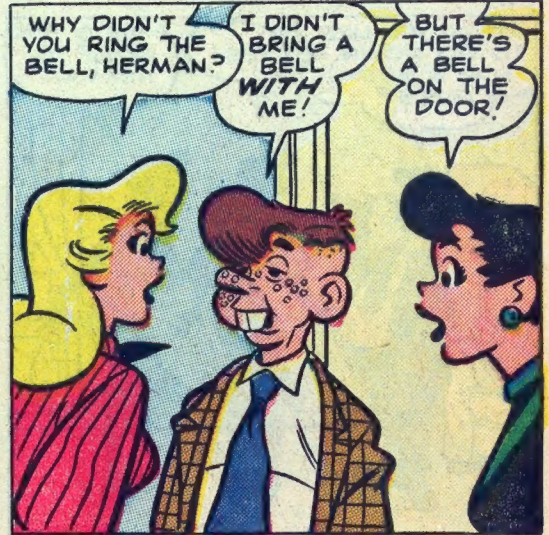


BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD













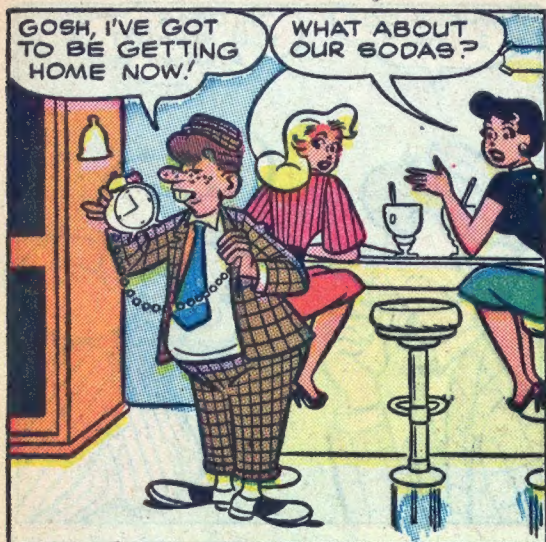




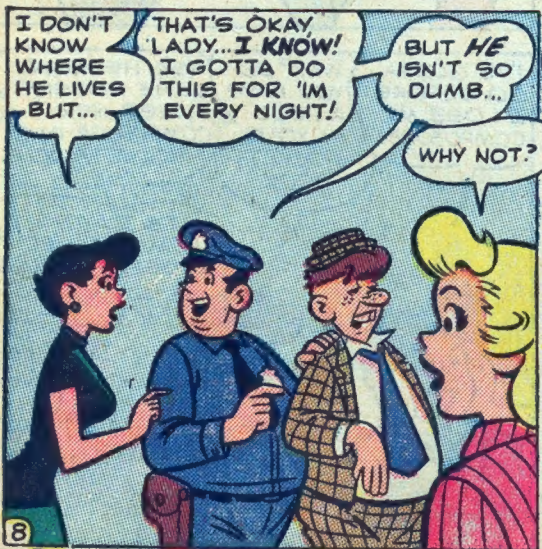






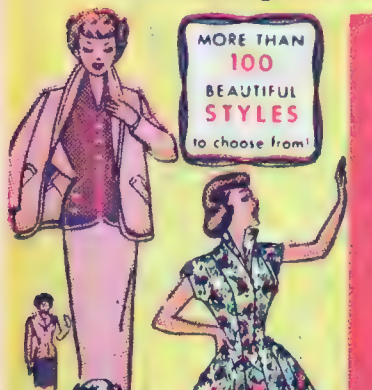








An Amazing **NEW PLAN!** Make Friends...Make Money..!



MORE THAN  
100  
BEAUTIFUL  
STYLES  
to choose from!

# GET THESE DRESSES— *Don't Pay a Penny!* and Make Fine Extra Money Even in Your Spare Time



## WOMEN LIKE YOU!

(Read these Exceptional Records)

2 Hours Pays \$10.00

My first experience netted me \$10.00 in about 2 hours. It was fun, and I made new friends, Mrs. S. W. COLE, West Virginia.

Made \$30 in Week Spare Time Imagine! Inside less than a week I made \$30.00 cash putting in only spare time, as I am a housewife, LOUISE ZULA, Wisconsin.

Don't Bought Dresses in 17 Years I work only part time and only among friends, and I haven't bought a dress or suit since starting a year and a half ago! ELAINE SCHECTER, Indiana.



You've never read more exciting news! Think of seeing more than 100 beautiful latest-style dresses—and you can take your pick in YOUR OWN favorite fabric, style, color and size WITHOUT PAYING EVEN ONE CENT, on this brand new introductory plan! And all you do now is mail the coupon at the bottom of this page! You'll receive ABSOLUTELY FREE the most thrilling display of gorgeous styles you ever saw—all the latest models, the newest colors, all the popular fabrics—separates, mix-and-match, convertibles, casuals—suits, sportswear, and hosiery and lingerie too! You select the dresses you want and they're YOURS, simply for showing the beautiful styles and sending just a few orders for friends, neighbors, or members of your family. That's all! You don't pay one cent for your own dresses—and you can get dress after dress for yourself this easy way!

**You'll Fall in Love with This Way  
to Make Extra Money!**

The moment folks see the beautiful styles, the vast selection, and the LOW, MONEY-SAVING PRICES, they want you to send to famous Harford Frocks for dresses just like them. And for sending us their selections you get your own dresses without paying a single penny—and you can actually make several dollars in one hour of spare time besides! Don't wait! We'll send you everything you need...

**FREE! JUST MAIL  
COUPON BELOW!**

Send no money! Just write your name, address, and dress size on coupon below (paste it on a postcard) and mail it, and we'll send you the big valuable style display so you can start at once getting your personal dresses without one cent of cost and collecting EXTRA-CASH besides. Mail the coupon NOW!

**HARFORD FROCKS, Inc.**  
Dept. J-3105 Cincinnati 25, Ohio

**PASTE ON POSTCARD—AND MAIL!**

Harford Frocks, Inc., Dept. J-3105 Cincinnati 25, Ohio

RUSH ABSOLUTELY FREE the big, valuable Harford Frocks Style Display so I can start quickly getting personal dresses without paying one penny for them, and make extra money in spare time besides.

Name

Address

City  State

Dress Size  Age

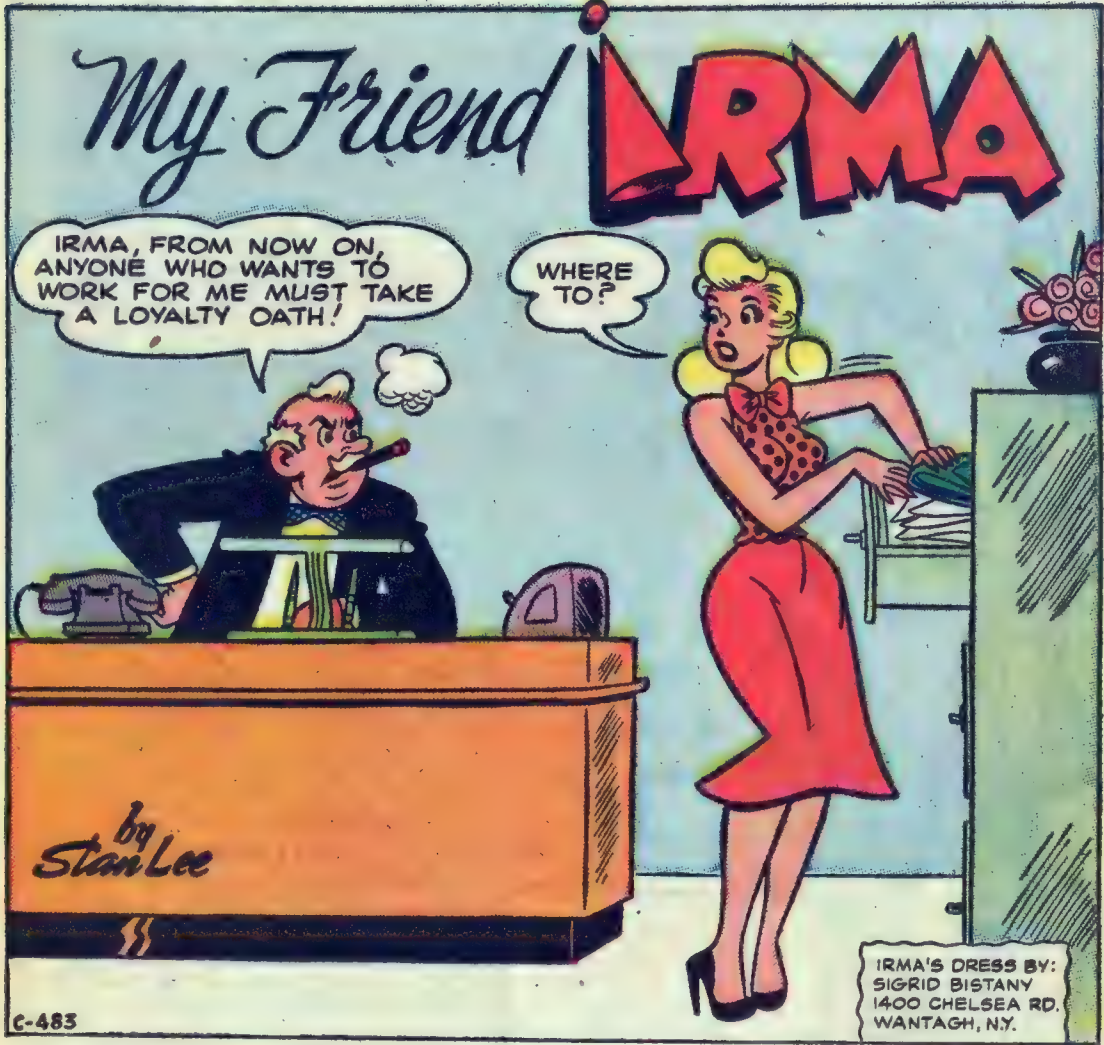
## Lovely Dresses for CHILDREN of All Ages!

Get them without paying one cent by using our plan! Adorably-styled, long-wearing dresses—including famous Dan River Gingham... and also T-shirts, separates, mix-and-match, playwear, nightwear for children.

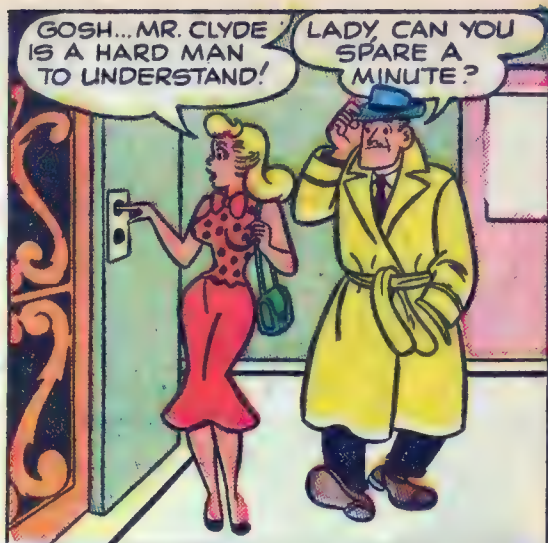




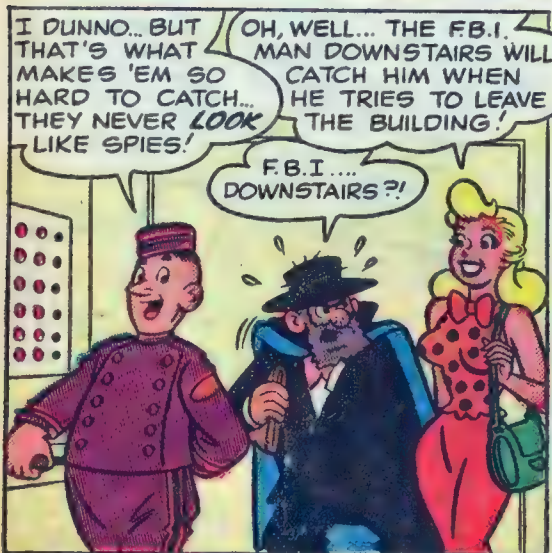
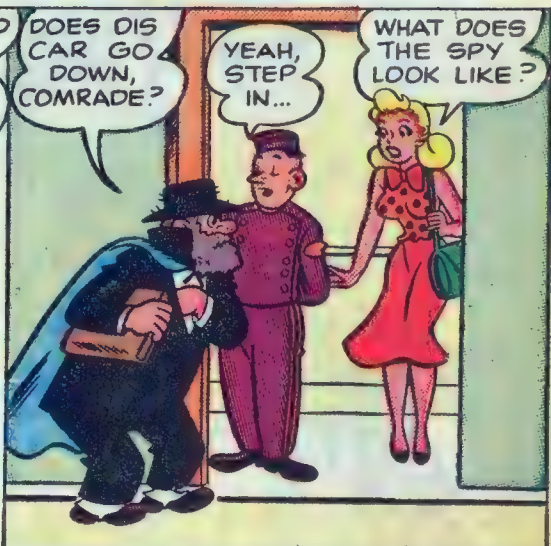
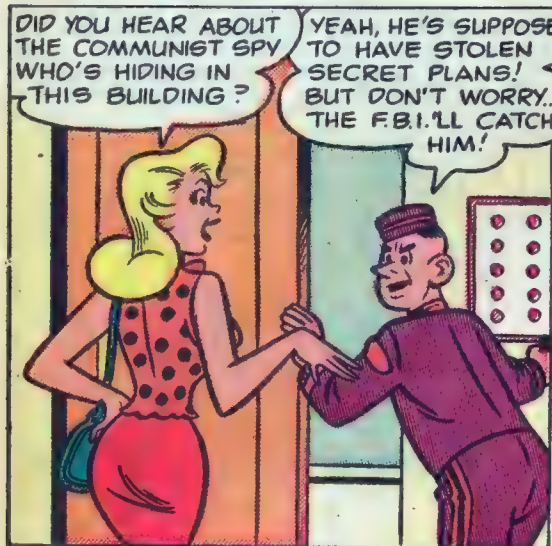
AMERICA'S FUNNIEST TELEVISION AND RADIO STAR



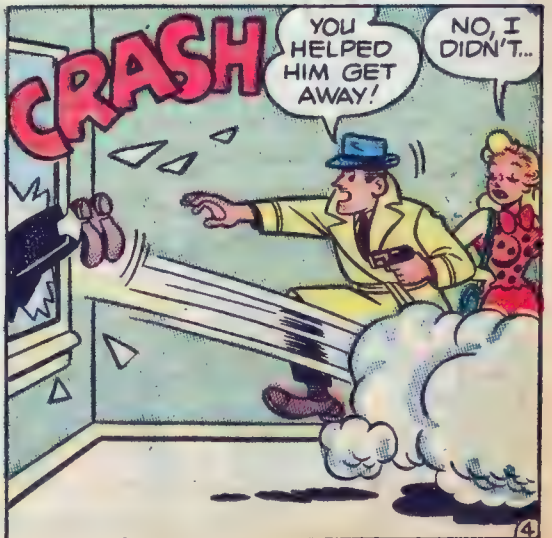
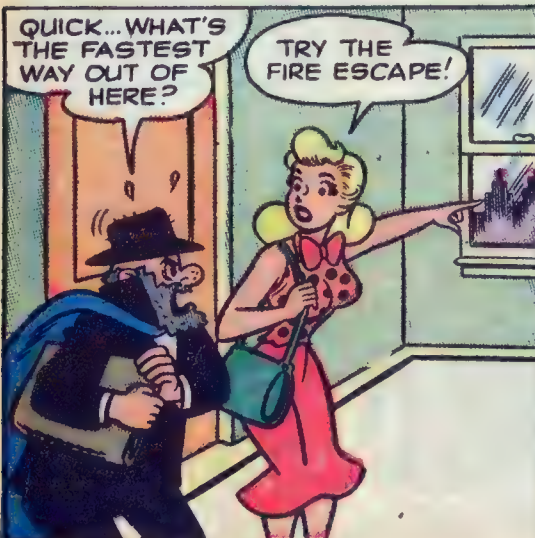




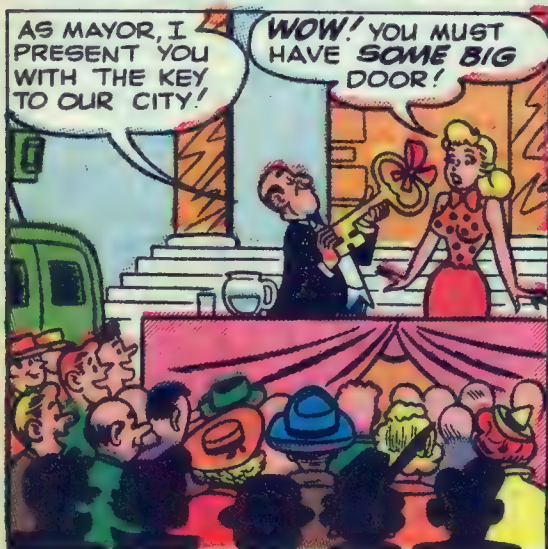
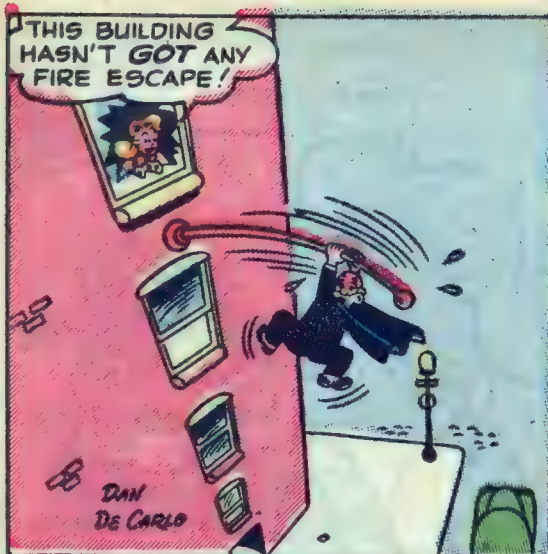












FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!







# Skinny Girls Don't Have OOMPH!

It takes those extra lbs. of solid flesh to "bring out" your natural curves

If you're otherwise healthy but skinny, scrawny, rundown and lbs. underweight, try correcting this common mistake in eating.

THERE are three essential substances that many thin, scrawny and undernourished girls may fail to get in sufficient quantity from the food they eat. These substances are Vitamin B<sub>1</sub>, calcium phosphate and iron. If, like thousands of others, you are underweight without organic cause . . . never seem to gain a pound . . . are so thin that you look gangling and gawky from insufficient amounts of these precious elements, don't get discouraged.

You may find that by correcting this simple mistake in eating you can easily add firm solid flesh . . . extra alluring pounds that help bring out those natural eye-catching curves. A simple and easy way is to try the amazing new product called Numal that supplies, in significant amounts, the Vitamin B<sub>1</sub>, calcium phosphate and iron needed in the daily diet. Plus a food that in itself is a great help in adding extra pounds.

Take 1 heaping teaspoonful of Numal 3 times a day. It is pleasant, assimilable

*If loss of weight persists see your doctor*

U. S. NATURE PRODUCTS CORP., 3560 Broadway, Dept. 97A New York 31, N.Y.



you may be rundown, pale, weak and listless. You need calcium phosphate for sound teeth and sturdy bones.

**Numal Must Please You or No Cost**  
So if you are skinny, gangling and bony from lack of these precious nutrients, don't wait any longer. Get Numal today. You will want those extra pounds that "bring out" your natural eye-catching curves. Take Numal faithfully for a week. See if you can't actually feel the difference . . . gain weight and better color. If after this short period you honestly don't feel Numal has benefited you, just return the bottle for a complete refund of your money. Numal costs but a few cents a day to use.

## MAIL COUPON TODAY!

U. S. NATURE PRODUCTS CORP.  
3560 Broadway, Dept. 97A New York 31, N.Y.

Send me at once a jar of NUMAL with the understanding that it must put weight on me or you'll refund my money after the first jar. I'll pay postman \$2.00 plus C.O.D. charges and postage.

Name

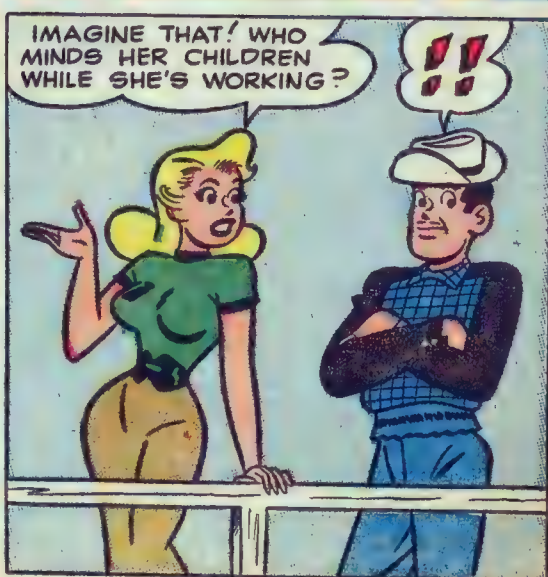
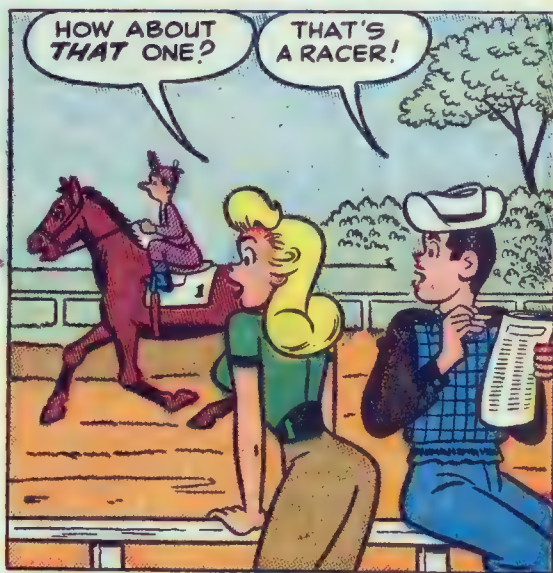
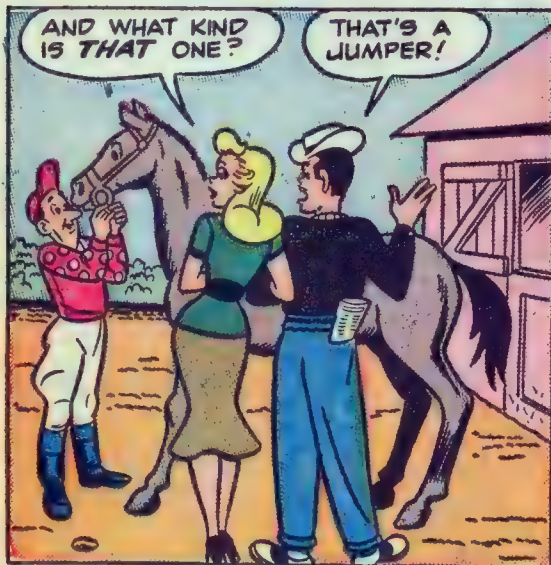
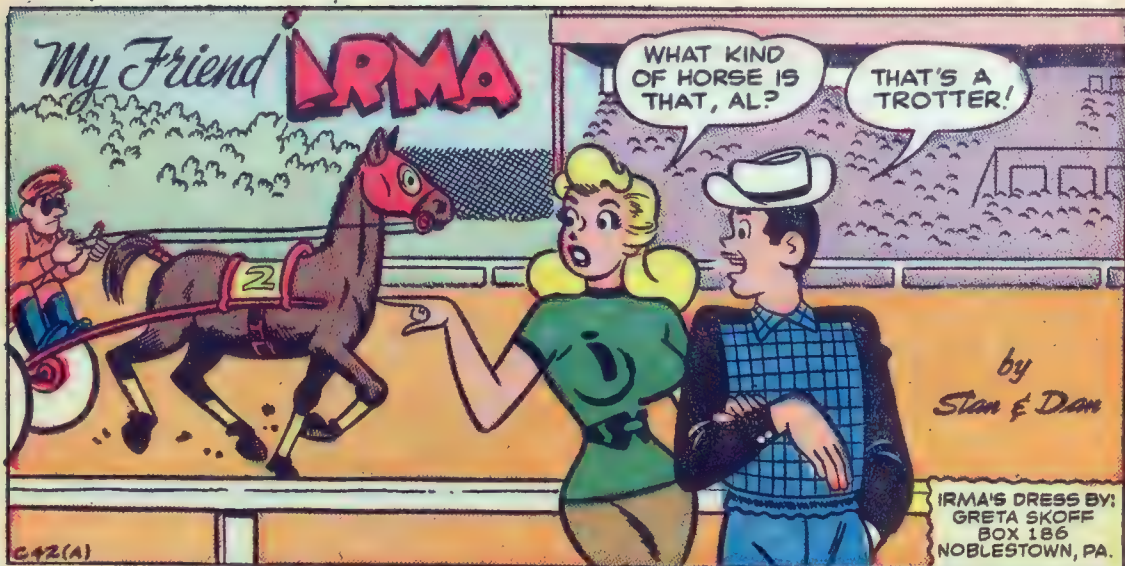
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City  Zone  State

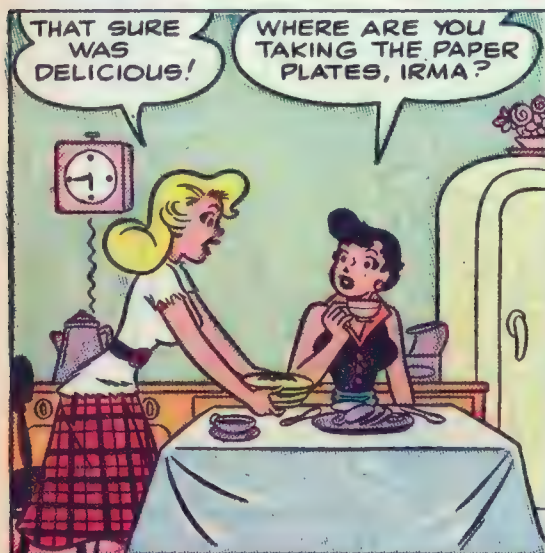
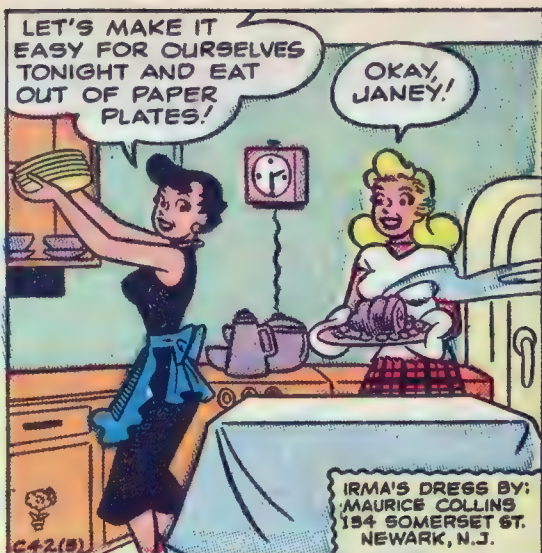
NOTE: If you want to save all postal charges enclose \$2 check, money order or cash. We will pay all postal charges. Same money-back guarantee.

Sorry: Canadian orders cannot be sent C.O.D. Send International Money Order.

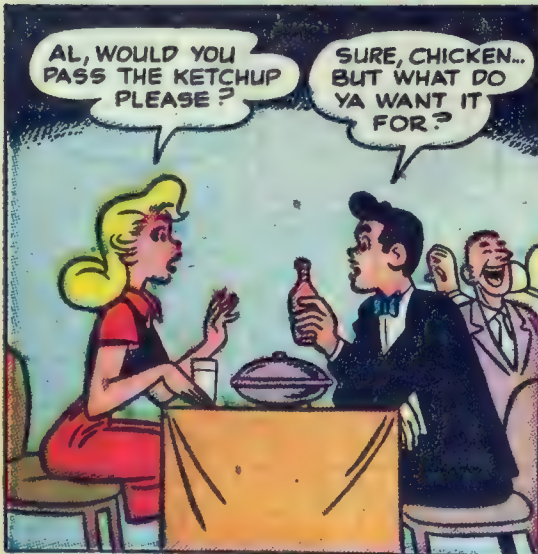














# Pay \$1 Weekly for this Only ALL METAL ELECTRIC SPRAY GUN

**The GREATEST ACHIEVEMENT  
In SPRAY GUN HISTORY!**

**SAVE HUNDREDS of DOLLARS  
On Your Painting & Spraying Jobs**

## NEVER OFFERED BEFORE!

Paint the new way... Spray! The simplicity of using the CHAMPION is as amazing as the fine quality painting it does! Just press the trigger and you're painting! It's that easy! No mess—it sprays even and clean. The CHAMPION is an achievement of scientific electronic engineers that signifies a new spray gun development! It's all metal, compares with spray guns selling for as much as \$39.95, yet it costs less than one-third! It's hardy, tough, made of such high grade metals as Electro-Lytic Zinc, fine copper, stainless steel, bronze and brass. The CHAMPION has been tested to meet every rigid specification of its job!

**NO PLASTIC USED!** It's metal through and through! The CHAMPION was deliberately made of metal all the way through... that's why we guaranteed it for a lifetime! Fragile plastic would not warrant this fabulous guarantee!

## ★ STAR FEATURES ★

- ★ Made of all metal
- ★ No compromise
- ★ Electrically operated
- ★ Motor in handle
- ★ Won't clog
- ★ Safe
- ★ No Plastic used
- ★ Completely lightweight
- ★ Use for 101 jobs
- ★ Costs less than 1¢ an hour to use
- ★ Standard Mason Jar thread
- ★ 8 ft. UL approved extension cord
- ★ Sprays from open container
- ★ Fully guaranteed
- ★ Trigger action
- ★ Needle is eye level
- ★ Unbreakable
- ★ A child can operate it
- ★ Non-Corrosive
- ★ Sprays evenly
- ★ Portable, weighs 3½ lbs.
- ★ 20 oz. Flint Glass jar to use
- ★ Fully adjustable

**MONEY-BACK  
GUARANTEE**

**12<sup>95</sup>  
Only \$1 Weekly!**

**JUST PRESS THE  
TRIGGER and  
YOU'RE SPRAYING  
or PAINTING**

**The New  
Improved  
CHAMPION**



**Used by America's  
LEADING FIRMS &  
HOME-OWNERS**

United States Navy  
Boice Appliances Division  
General Motors  
National Carbon Co.  
Pan American World  
 Airways System  
E. I. DuPont de Nemours  
& Company  
Westinghouse Electric  
International Co.

**FREE IF YOU  
ACT NOW!**

Here's a priceless volume every home should have. It's "Everybody's Home Fix Guide." There are 232 pages—21 chapters, complete with pictures. A thousand and one hints on home decorating, furniture, repairs from attic to cellar. All written with words, diagrams and pictures in simple ABC form that shows you how to fix it yourself and save hundreds of dollars in repairs. This useful volume is yours absolutely free with your order for the CHAMPION all metal home electric spray gun. Order today and get in on this free offer.



## BUILT for HEAVY DUTY

Use this All-Metal Spray Gun for spraying Paints, including rubber-base paints — Lacquers — Enamels — Varnishes — Chemicals — Oils — Insecticides — Deodorants — Shellacs — Waxing — Waterproofing — Waterproofing. You'll save many times the low cost of Champion. Included: 5 extra nozzle discs; enough to last a lifetime!

WALDORF SALES CO., Dept. 5G-1005  
343 Central Pl. Ave., Yonkers, N. Y.

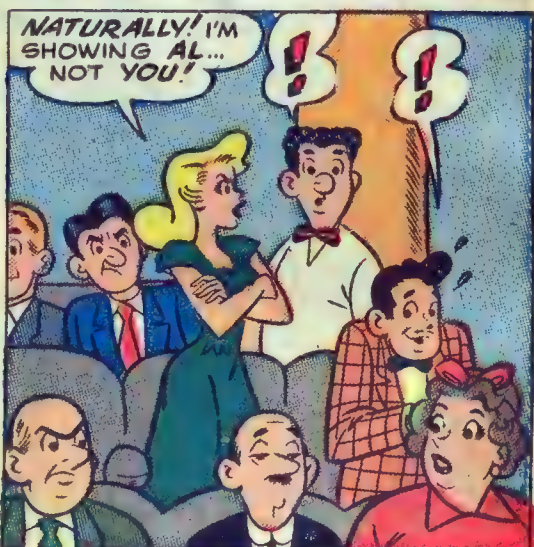
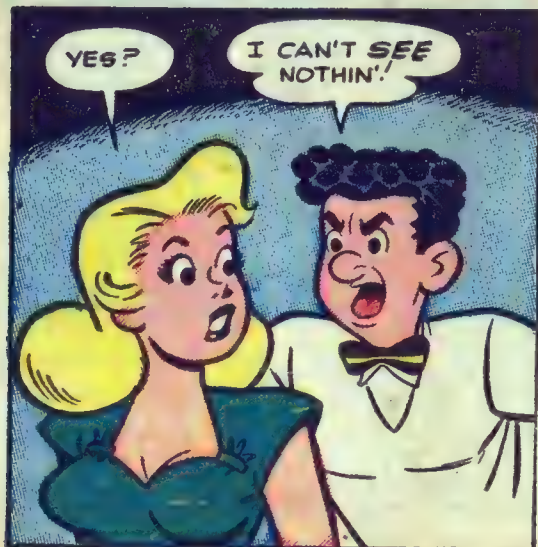
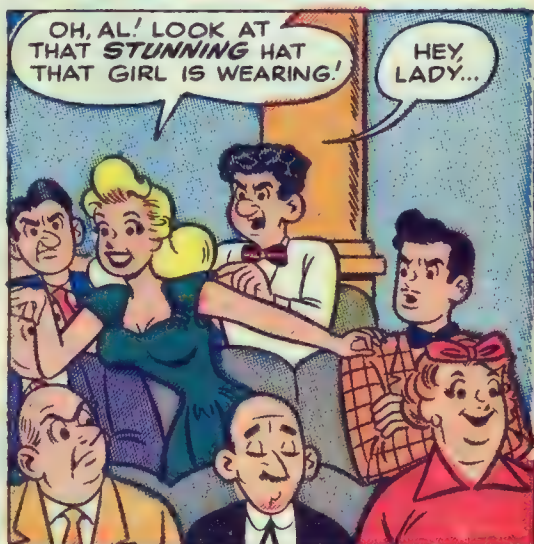
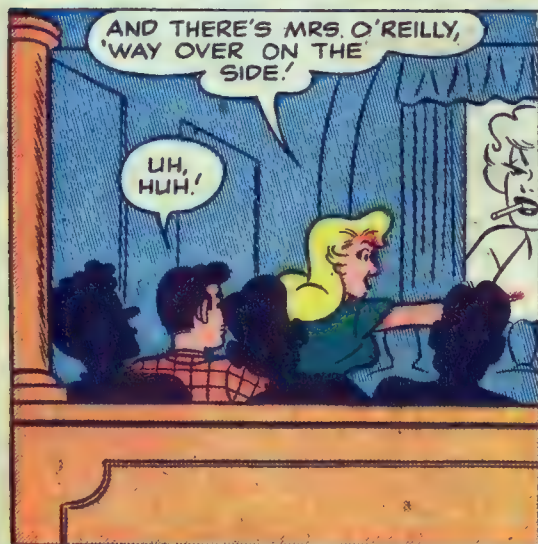
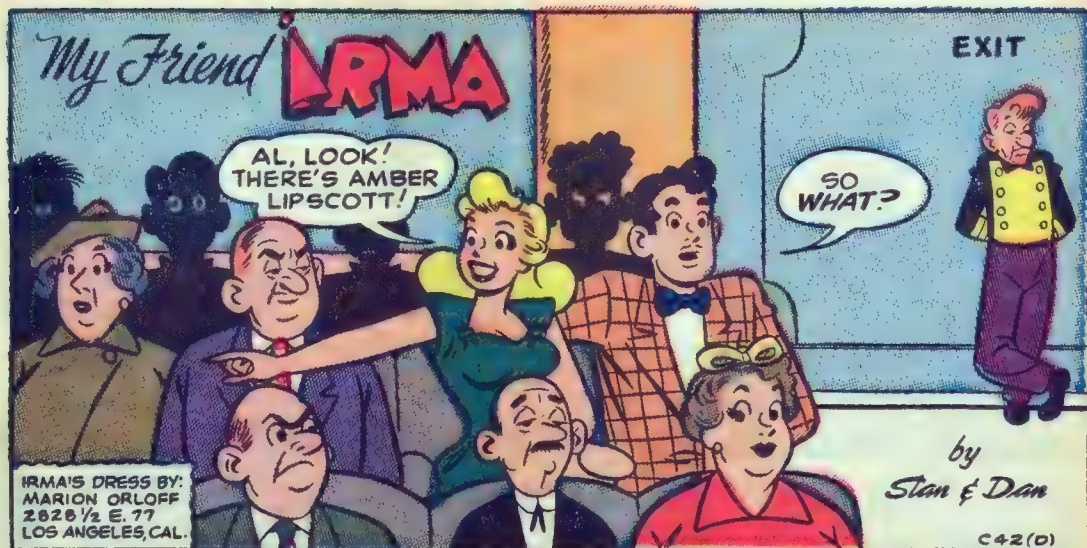
**Mail This 10-DAY FREE TRIAL COUPON Now!**

WALDORF SALES CO., Dept. 5G-1005  
343 Central Pl. Ave., Yonkers, N. Y.

- ☐ Send the Champion Spray Gun, include my Free Book. On delivery will pay postman \$12.95 plus postage. I must be delighted in every way or can return Spray Gun within 10 days for purchase price refund.
- ☐ Save shipping charges: Enclose \$12.95, we pay postage. Same refund guarantee.
- ☐ Easy Payment Plan: Enclose \$3 deposit, and pay \$1 weekly after delivery (small credit service charge — none if balance paid in 30 days).

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Zone \_\_\_\_\_ State \_\_\_\_\_  
APO, FPO, Canada and Foreign — no COD's







MICROBACILLUS

STAPHYLOCOCCUS  
ALBUS

# KILL THESE GERMS

WITH WARD'S FORMULA

PITYROSPORIUM  
OVALE

MOROCOCCUS

**NOTHING, Absolutely nothing  
known to Science can do more to**

## SAVE YOUR HAIR

Beware of your itchy scalp, hair loss, dandruff, head scales, unpleasant head odors! Nature may be warning you of approaching baldness. Heed Nature's warning! Treat your scalp to scientifically prepared Ward's Formula.

Millions of trouble-breeding bacteria, living on your sick scalp (see above) are killed on contact. Ward's Formula kills not one, but *all four* types of these destructive scalp germs now recognized by many medical authorities as a significant cause of baldness. Kill these germs—don't risk letting them kill your hair growth.

Once you're bald, that's *it*, friends! There's nothing you can do. Your hair is gone forever. So are your chances of getting it back. But Ward's Formula, used as directed, keeps your sick scalp free of itchy dandruff, seborrhea, and stops the hair loss they cause. Almost at once your hair looks thicker, more attractive and alive.

We don't ask you to believe *us*. Thousands of men and women—first skeptical just as you are—have *proved* what we say. Read *their* grateful letters. Study the guarantee—it's *better* than a free trial! Then try Ward's Formula at *our* risk. Use it for only 10 short days. You must enjoy *all* the benefits we claim—or we return not only the price you pay—but **DOUBLE YOUR MONEY BACK**. You be the judge! © Ward Laboratories Inc., 1430 Broadway, New York 18, N. Y.

### ENJOY THESE 5 BENEFITS IMMEDIATELY

1. Kills these 4 types of germs that retard normal hair growth—on contact
2. Removes ugly infectious dandruff—fast
3. Brings hair-nourishing blood to scalp—quickly
4. Stops annoying scalp itch and burn—*instantly*
5. Starts wonderful self-massaging action—within 3 seconds

### Here's the Proof!

We get letters like these every day from grateful men and women all over the world.

I must admit I didn't have much faith in it, but I hadn't been using Ward's one week before I could see it was helping me. I could feel my hair getting thicker.

E. K., Cleveland, Ohio

Out of all the Hair Experts I went to, I've gotten the most help from one bottle of Ward's Formula.

C. La M., Philadelphia, Pa.

After using Ward's for only 12 days, my hair has stopped falling out.

R. W. C., Cicero, Ill.

I am tickled to death with the results. In just two weeks' time—no dandruff! W. T. W., Portola, Cal. I feel encouraged to say that the infuriating scalp itch which has bothered me for 5 years is now gone.

J. M. K., Columbus, Ohio

We gladly cooperate with Physicians and Hospitals desiring to make clinical tests of Ward's Formula. Please write.

**TO SAVE YOUR HAIR ACT NOW. Send coupon today for 10-day offer. Send No Money**

### Guarantee

This written guarantee entitles you not only to return of price paid for Ward's Formula, but **Double Your Money Back** unless you actually **SEE, FEEL and ENJOY** all benefits herein claimed in only ten days. The test is at our risk. All you do is return unused portion or the empty bottle unless completely satisfied.

SEAL

Ward Laboratories Inc.

Ward Laboratories Inc.,  
1430 Broadway, Dept. 3902 W., New York 18, N. Y.

Rush Ward's Formula to me at once. I will pay postman two dollars plus postage. I must be completely satisfied within 10 days, or you **GUARANTEE** refund of **DOUBLE MY MONEY BACK** upon return of bottle and unused portion.

Name

Address

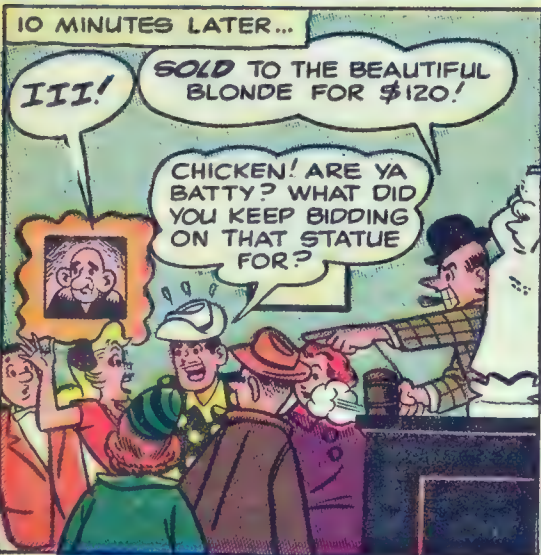
City  Zone  State

☐ Check here if you enclose \$2.00 with order, and we will pay postage. Same refund offer holds, of course.

APO, FPO, Canada and Foreign, add 25c—No C.O.D.'s.

**DOUBLE YOUR MONEY BACK GUARANTEE**







# IRMA'S

## DEPARTMENT OF UTTER CONFUSION!

HI, FRIENDS,

BE SURE TO MEET MY DUMB COUSIN HERMAN IN THIS ISSUE! WELL, HE'S NOT *REALLY* DUMB! IT'S JUST THAT HE'S NOT AS SMART AS I! BUT THEN AS JANEY ALWAYS SAYS, "*NOBODY'S* AS SMART AS *I* AM!" BUT I DON'T LIKE THE WAY SHE SAYS IT! IN NEXT MONTH'S ISSUE OF "MY FRIEND IRMA" THERE'S ANOTHER STORY ABOUT ME WHEN I WAS A LITTLE GIRL! AL SAYS I WAS A YOUNG STRIPLING... BUT I WASN'T! I ALWAYS WORE *ALL* MY CLOTHES!

*your friend,  
Irma*

### THIS MONTH'S WINNING IRMA-ISMS:

**JANE:** WHAT DID FRANKLIN SAY WHEN HE DISCOVERED ELECTRICITY?

**IRMA:** NOTHING, HE WAS TOO SHOCKED!

**SUBMITTED BY:** JEAN LAWVER, 3548 PENN AVE.  
EAST CHICAGO, ILLINOIS

**BEAUTICIAN:** WOULD YOU LIKE THE POODLE CUT, MISS?

**IRMA:** OH, NO! THEY'RE NICER THE WAY THEY ARE!

**SUBMITTED BY:** MARY ANN KELLY,  
1151 NEW YORK AVE, BKLYN, N.Y.

**OFFICER:** CAN'T YOU READ ROAD SIGNS, LADY?

**IRMA:** OF COURSE I CAN... BUT I NEVER READ WHILE DRIVING!

**SUBMITTED BY:** SHARON BRYANT, R.R.#2  
CROWN POINT, INDIANA

**AL:** CHICKEN, WOULD YOU LIKE SOME SPARE-  
RIBS?

**IRMA:** NO, SILLY! I HAVE ENOUGH OF MY OWN!

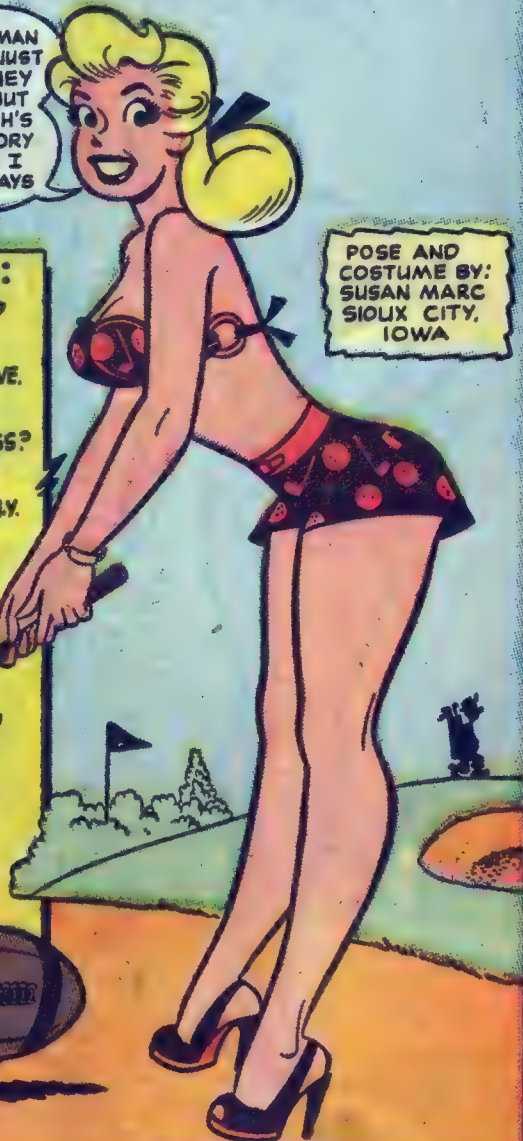
**SUBMITTED BY:** BARBARA KESTEGIAN  
2991 FULLERTON  
DETROIT 6, MICH.

**JANE:** DID YOU EAT A STUFFED TURKEY  
FOR DINNER, IRMA?

**IRMA:** NO, JANE! I HAD A REAL TURKEY!

**SUBMITTED BY:** BETTY ANN MAINES  
BOX D-106 R.I.  
WOODLAND, PA.

POSE AND  
COSTUME BY:  
SUSAN MARC  
SIOUX CITY,  
IOWA



SEND YOUR LETTERS TO:  
CONTEST EDITOR  
"MY FRIEND IRMA"  
270 PARK AVE.  
NEW YORK 17, N.Y.



### OTHER WINNERS:

**CLERK:** WHEN WERE YOU BORN, MISS?

**IRMA:** OH, SILLY! ON MY BIRTHDAY, OF COURSE!

**SUBMITTED BY:** ROBERT STENHOUSE  
1594 METROPOLITAN AVE.  
BRONX 62, N.Y.

BETTY DOWNUN  
#3, BOX 146  
KANNAPOLIS, N.C.

SUE MILLER  
2103 10TH ST.  
COLUMBUS, NEB.

MARGE MORAN  
26 COOLIDGE RD.  
WORCESTER, MASS.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY AND STATE \_\_\_\_\_ AGE \_\_\_\_\_

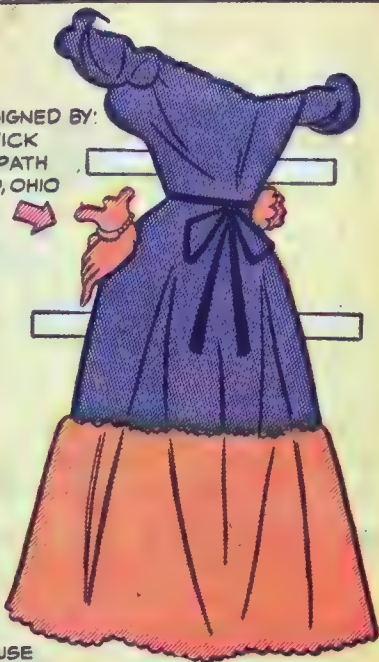
C43

DIANE FLOYD, 527 ROYAL PALM PLACE, VERO BEACH, FLA.

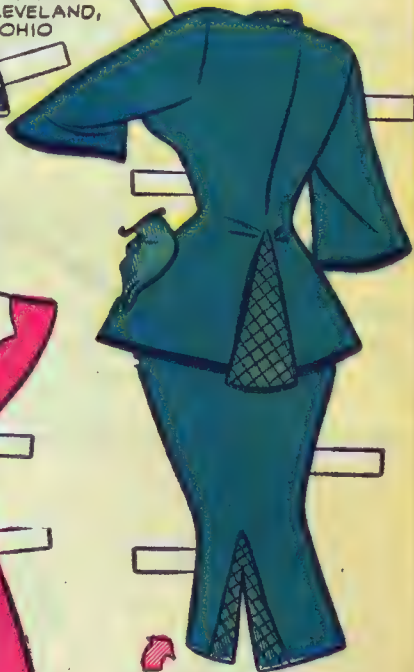


# IRMA'S FASHIONS

DRESS DESIGNED BY:  
JOYCE ZIVICK  
15-505 RIDPATH  
CLEVELAND, OHIO



BLOUSE  
AND SKIRT BY:  
JUDY KNIFE  
1754 WYMORE  
E. CLEVELAND,  
OHIO



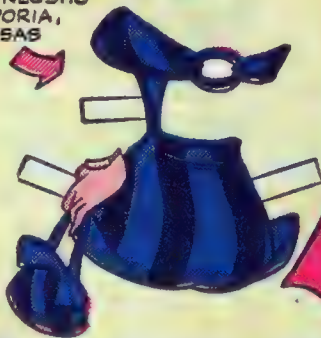
SUIT DESIGNED BY:  
BARBARA HARROGATE  
133 ELIZABETH ST.  
CHATHAM, ONT., CANADA

DRESS DESIGNED BY:  
DORIS DUNAY  
40-02 GASPER  
FAIR LAWN,  
NEW JERSEY



IRMA'S SWIM SUIT  
BY: CAROL CLARK  
1024 2ND ST.  
KANSACK, SASK.,  
CANADA

SUN SUIT BY:  
LOUISE WATKINS  
725 NEOSHO  
EMPORIA,  
KANSAS



**BECOME A MEMBER OF  
IRMA'S FASHION CLUB!**

SEND YOUR FASHION IDEAS TO:  
"MY FRIEND IRMA"  
FASHION CLUB  
270 PARK AVE.  
NEW YORK 22, N.Y.



# STAMPS

# SHOP BY MAIL

**GIVEN**

Rare Octagonal (eight-sided) stamp, Giant Triangle, Gorgeous Diamond, also mammoth and midjet stamps, all given to foreign approval buyers. Premiums with purchases including Scott's International \$6.00 Album, also latest Scott Stamp Catalogues.

PLYMOUTH, Dept. 60  
Bell, California

**118 DIFFERENT STAMPS**

Including Commemorative, Charities, Airmail, Surcharge, Sets, etc. Only 3c to APPROVAL

BADGER STAMP CO., Dept. N. MILWAUKEE 3, WIS.

**U. S. ARMY & NAVY HEROES**

A collection featuring U. S. Army & Navy Heroes on stamps from War of 1812, Civil War, Revolutionary and others. A Pictorial History 10c with bargain U. S. approvals. LOCUST STAMP CO. Box 205-N. Harmon-on-Hudson, N. Y.

**GIGANTIC CANADIAN BARGAIN**

Complete set Royal Visit, Coronation, Jubilee, new George VI set, Confederation, Geo. V set, etc. A gigantic bargain. Only 5c to approval applicants.

ENIGMA STAMP CO.  
Box 118 Dept. E So. Orange, N. J.

**STAMP COLLECTING OUTFIT**

A packet of stamps from all parts of world. A package of stamp hinges; perforation gauge and millimeter scale; watermark detector. Everything you need to approval buyers.

LORRINE W. BROWN, Dept. 10 Marion, Mich.

**25 INDIA 5c**

to approval applicants Premiums with Purchases

Brandwein Stamp Co., Box 92-Z. Bayonne, N. J.

**GIVEN ODD SHAPED STAMPS**

To Buyers of Our Foreign Approvals. Plus an Amazing Surprise Offer. **TRU-VALUESERVICE** Box 1111 Santa Ana, Calif.

**TWO BIG PICTORIAL SETS**

Unused stamps from the Vatican and San Marino to those requesting our fine approvals.

SILAS STAMP SERVICE  
Box 55-M, Triboro Sta., New York 35

**THIS IS IT! THE GREAT FREE OFFER**

Group of Out-of-the-Ordinary Stamps such as World Mosquito Stamp, thrilling Bicycle Race, Gorgeous Orchid, Colorful Native Drummer, gigantic Diamond Airmail, Stamp Albums. All to our approval buyers.

BELL STAMP SERVICE, Dept. CB-1, Bell, Calif.

**50 DIFF. UNITED STATES 5c**

Including AIRMAILS, PRESIDENTIALS, high values, 19th cent. commemoratives, coils, revenues, etc. To applicants for our BARGAIN APPROVALS. FREE BIG LISTS included.

W. C. BOOKMAN, Box 145E, Maplewood, N. J.

**1c**

Thousands of beautiful stamps at only 1c each—why pay more when you can get the best for least. Write today for approvals.

PENNY STAMP SERVICE  
Orange California

**FREE, SCOTT'S INTERNATIONAL ALBUM, VALUABLE COLORFUL COLLECTION, HINGES, OTHER BIG PREMIUMS**

Full particulars with approvals. Write today 3c Postage please.

RAYMAX 70-M Nassau St., New York 38 N.Y.

**100 DIF. CHINA 5c**

Includes Airmails, Ships, Auto, Map, Heroes. To approval buyers.

MODERN STAMP SERVICE  
Box 12, Dept. 500, Wakefield Sta., N.Y. 66

**107 DIFFERENT 3c**

Stamps from Comoros, Malta, Cyprus, etc. To Approval Buyers

Dixie Stamp Co. Dept. 16 Milwaukee 1, Wis.

**FREE**

World's only Octagonal (8-sided) stamp, Abyssinian Red Cross set, Siberia (dead country) set, all to approval applicants.

CHARLES W. CLEVELAND, JR.  
806 N. Humphrey Ave., Dept. 4 Oak Park, Ill.

**1050 DIFFERENT STAMPS**

given to approval applicants becoming customers. Send 3c for particulars, lists and approvals.

BRYSON STAMP CO., Drawer F-11, Rossford, Ohio

## POWERFUL MOTOR

One of the smallest precision motors ever built yet does GIANT SIZE JOBS. Drives Model Planes, Boats, Construction Models, Trains and Cars, etc., with amazing speed up to 6800 R.P.M. (or as little as 50 R.P.M.) Using the reduction gears that come with this exciting set. The MIGHTY MIDJET does hundreds of jobs. It's a Money Looker exactly like a Big Motor, yet measures 1 1/2" and weighs one ounce. For only \$2.98, YOU GET 1075 MORE with this Mighty Midjet. You get a complete set of gears and pulleys and a transparent multi-ratio gear box as well as a battery clip with two batteries and instructions. NO SHOCKS, SPARKS, NO SHORTS, NO TRANSFORMER NEEDED. Reverses immediately, too! Endless hours of fun. Enclose check or money order for \$2.98 for this anti-age set and we will pay postage. C.O.D. orders plus postage.

IMPERIAL SALES CO.  
400 LEXINGTON AVE. DEPT. M-703 N. Y. 17, N. Y.

**WEIRD VOLCANO TRIANGLE GIANT GEO. WASHINGTON & OTHERS**

Six Colored Ecuador, First U. S. Commemorative, Devils Island, Others. Free with approvals.

CAPITAL STAMP CO., Little Rock 19, Ark.

**FREE 20 FINLAND!**

ALL DIFFERENT To Approval Applicants M. D. ROSENBERG Box 1303, Dept. 702 Chicago

**FREE—Famous American Set, Flag Set, National Park Set, and Presidential Set to 55. Send 3c for 15 of the above stamps plus full particulars and approvals.**

TRIBORO STAMP CO. Dept. 1902, 145 Nassau St. New York 38, N.Y.

**WE GIVE YOU**

MAMMOTH INTERNATIONAL ALBUMS, Scott's Catalogues, hinges, complete accessories, when you buy our wonderful foreign approvals. Don't write unless you intend to buy. But don't buy elsewhere without comparing our mere generous offers.

BARGAIN STAMPS SANTA ANA, CALIF.

**WOW! 203 All Different GERMANY 10c**

Zepplines, Semipostals, Airmails, High Values, etc., to new customers.

Jamestown Stamp Co., Dept. 523, Jamestown, N. Y.

**200 Exotic Japan 10c!**

STAMPS

KENMORE, Milford K-73. N. H.

**GIGANTIC COLLECTION FREE!**

Includes Triangles, Early United States—Triangles—Commemorative—British Colonies—High Value Pictorials, etc. Complete Collection plus Big Illustrated Magazine all free. Send 5c for postage.

GRAY STAMP CO., Dept. M C, Toronto, Canada

**BARGAIN: Includes Zanzibar, Liberia, Falklands, Ceymanis, da Cunha, Brunel, Jordan, Virgins, Fiji; numerous others. Everything 10c with approvals. N. D. Bennett, Box 60, Springfield Gardens 13, N. Y. (053)**

**WE WANT TO GET ACQUAINTED!**

Send us your name and address and we will mail you a beautiful selection of Pictorial and Commemorative stamps. (Approvals.) Write today. **SEND NO MONEY!**

EAGLE STAMP CO.  
Dept. 11, 2221 Romine, Pittsburgh 26, Pa.

**UNITED STATES BARGAIN**

It sounds unbelievable, but nevertheless it's true: "50 different United States stamps, face value as high as \$5.00 for only 10c" to approval applicants, but only one per person. Please state whether approvals shall consist of only U. S. or foreign also.

GLOBUS STAMP CO.  
268 4th Ave., N. Y. 10, N. Y. Dept. 329

APPROVAL HEADQUARTERS SINCE 1929

## Ugly BLACKHEADS OUT IN SECONDS

Keep your complexion free of blackheads WITHOUT squeezing the skin or injuring tissues. Easy to use with three fingers. It reaches Blackheads anywhere. Try it 10 days and if not delighted, return VACUTEX and your money will be refunded.

**Try VACUTEX**  
Blackhead-Remover

**Try VACUTEX**  
Blackhead-Remover

The amazingly effective Vacutex extracts Blackheads automatically—WITHOUT squeezing the skin or injuring tissues. Easy to use with three fingers. It reaches Blackheads anywhere. Try it 10 days and if not delighted, return VACUTEX and your money will be refunded.

\$9.00

## 10 DAY TRIAL COUPON

**BALCO PRODUCTS CO., Dept. 54**  
19 West 44th St., New York 18, N. Y.

☐ Enclosed find \$1. Send postpaid.  
☐ Send C.O.D. I will pay postman \$1 plus postage, \$1 refund if not delighted.

**SORRY, NO C. O. D.'S OUTSIDE U. S. A.**

**FREE!** POWERFUL MAGNIFYING GLASS for 5¢ Post. Bargain lists and approvals.

Jamestown Stamp Co., Dept. 231 Jamestown, N. Y.

**FREE STAMP CIRCUS!**

Rhinoceros, Snake, Giant, Pygmy, Emu, Kangaroos, Koalabear, Kookaburra and other wild animals. Free with exciting approvals.

NIAGARA STAMP CO., NIAGARA-ON-THE-LAKE 325, CANADA

**FREE! "The Stamp Finder"** Tells at a glance the country to which any stamp belongs. 30 pages illustrated. Includes valuable "Stamp Collector's Dictionary," Stamp Treasures and World's Ten Rarest Stamps. Also Approvals.

GARCELON STAMP CO., Box 1113, Calais, Maine

**3 TRIANGLES - TURKS - FREE!!**

Fish, Volcano & "Holy" weird triangles in packet with Turks list. 50 yr. old Tasmania & Porto Rico, Dead Lands, etc. FREE to approval buyers for 3c postage. Potomac Stamp Co., Dept. 7, Washington 15, D. C.

**GORGEOUS "ORCHID" DIAMOND!!**

Plus Enormous 5-colored Flag stamp, Will Rogers "Earthquake Airmail", 1st US comm., Midjet, Corsica, Harum Giri, and 26 others All Free to approval buyers for 3c postage. Belmont Stamp Co. Dept. 25, Washington 15, D.C.

**55 Roosevelt and Pope Triangle Lot 55 DIFFERENT** with Greek Roses, etc. Giant "Pope" Triangle, Israel, Greenland, Rhodesia, etc. Catalogs \$1.15 — ALL 5c with approvals!

LONGHORN STAMP CO.  
Box 3068, Ellwood Sta. Lubbock, Tex.

**SONG POEMS**

Send your poems for free publication. Any subject. PHONOGRAPH RECORDS MADE.

Five Star Music Masters 327 Beacon Bldg., Boston, Mass.

**FREE LUMINOUS CRUCIFIX**

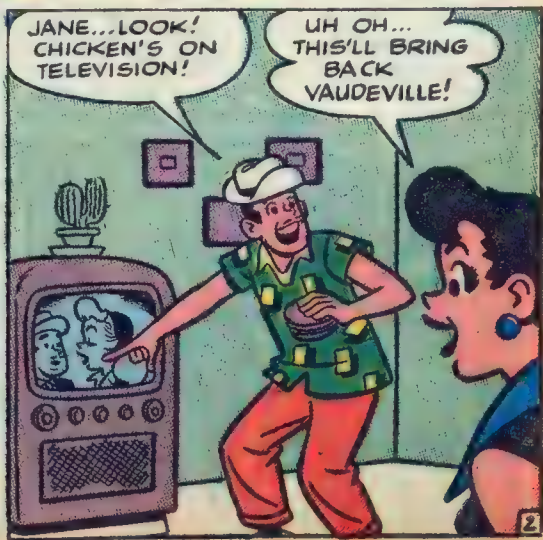
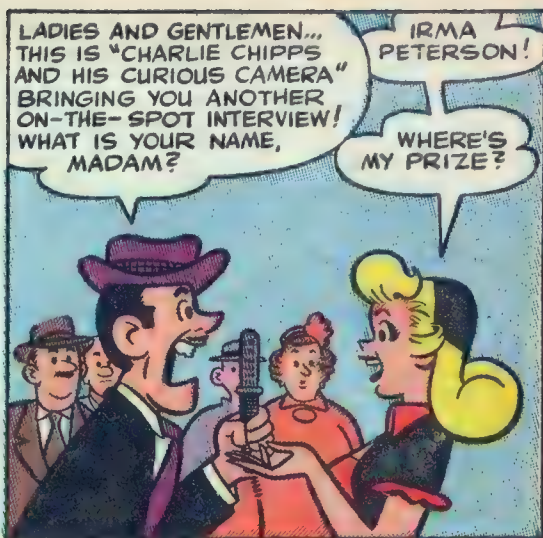
Glow in the Dark 4 inches long - no obligation Opportunity to earn valuable premium. Just send Name & Address to **THE CASEY CO.** DEPT. 12 • PROVIDENCE 7, R. I.



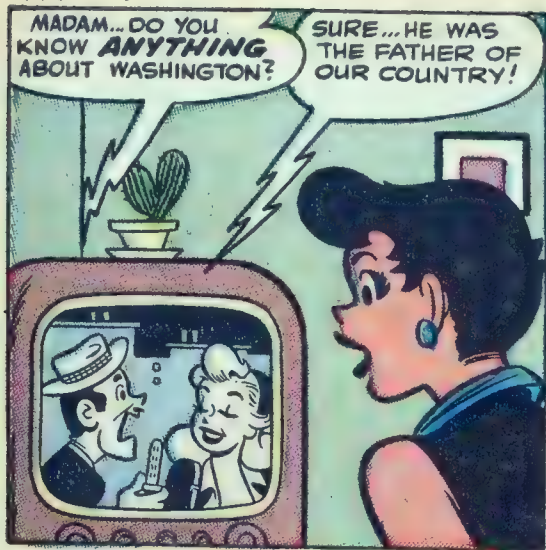
AMERICA'S FUNNIEST TELEVISION AND RADIO STAR











MADAM...DO YOU KNOW **ANYTHING** ABOUT WASHINGTON?

SURE...HE WAS THE FATHER OF OUR COUNTRY!



BUT I ALWAYS WONDERED WHO WAS THE **MOTHER**?

MAYBE WE'D BETTER PICK **ANOTHER** SUBJECT...

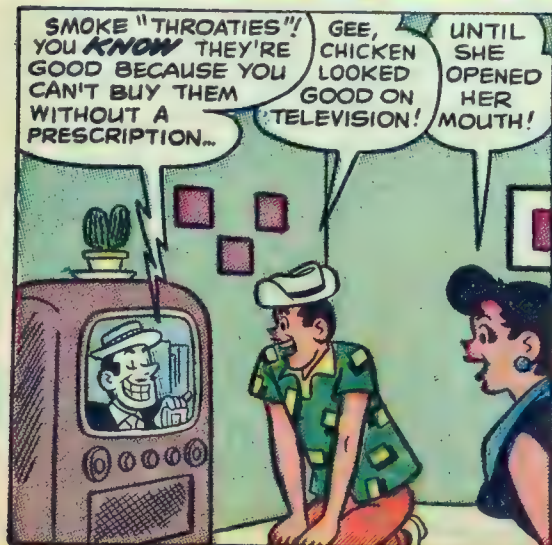


SHALL WE TALK ABOUT INFLATION?

I'M SORRY...I PROMISED MY MOTHER I'D NEVER GOSSIP!



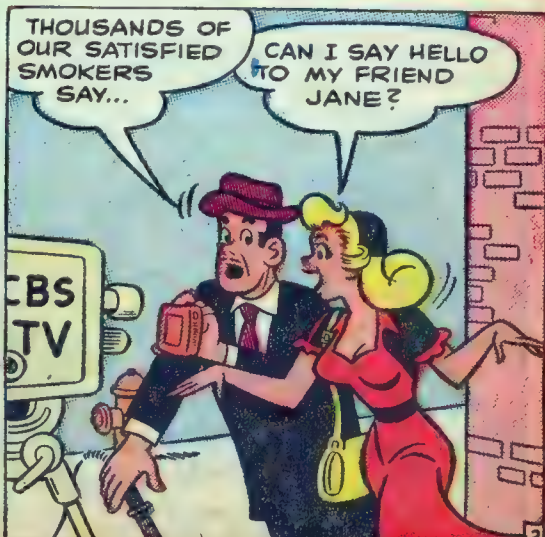
AND NOW, FOR A BRIEF MESSAGE FROM OUR SPONSOR ...



SMOKE "THROATIES"! YOU **KNOW** THEY'RE GOOD BECAUSE YOU CAN'T BUY THEM WITHOUT A PRESCRIPTION...

GEE, CHICKEN LOOKED GOOD ON TELEVISION!

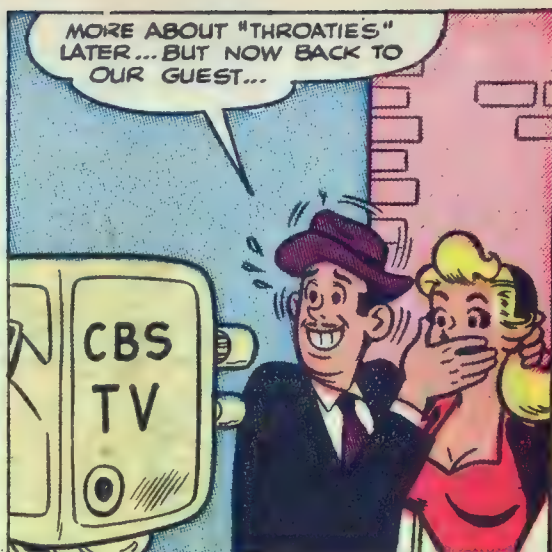
UNTIL SHE OPENED HER MOUTH!



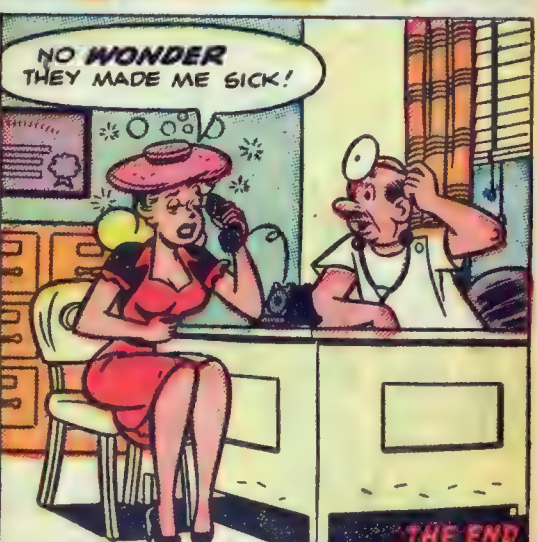
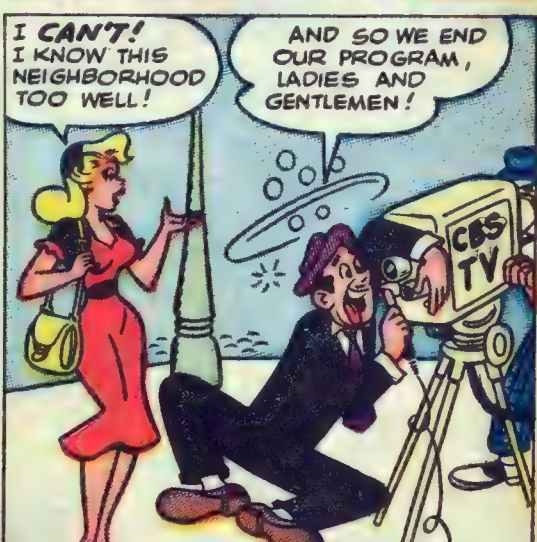
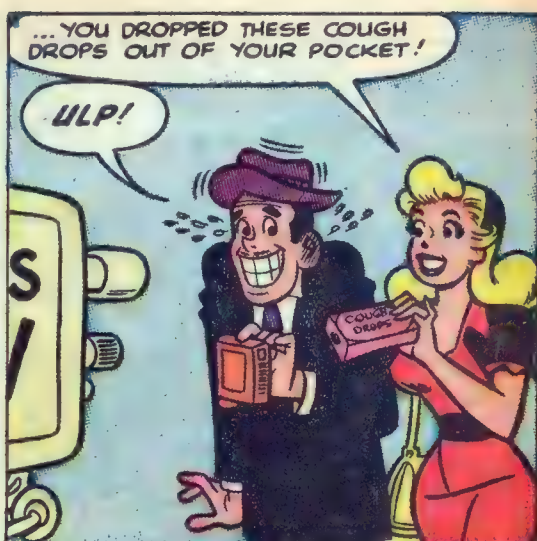
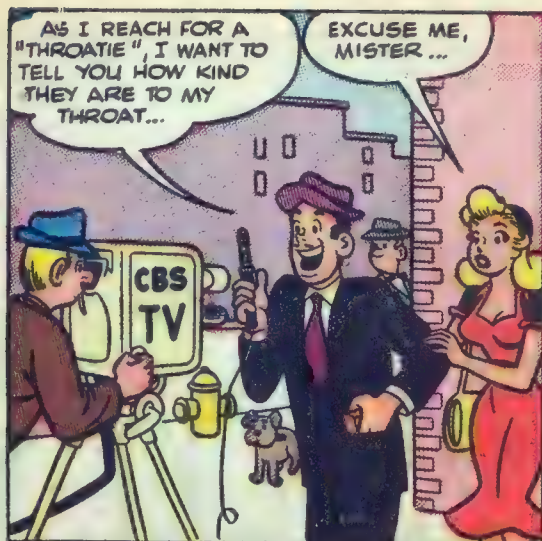
THOUSANDS OF OUR SATISFIED SMOKERS SAY...

CAN I SAY HELLO TO MY FRIEND JANE?









FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!





# CHEW IMPROVED FORMULA CHEWING GUM! REDUCE

Up to **5 lbs.** a Week With **Dr. Phillips Plan**

Reduce to a slimmer more graceful figure the way Dr. Phillips recommends — without starving — without missing a single meal! Here for you NOW — a scientific way which guarantees you can lose as much weight as you wish — or **YOU PAY NOTHING!** No Drugs, No Starvation, No Exercises or Laxatives. The amazing thing is that it is so easy to follow — simple and safe to lose those ugly, fatty bulges. Each and every week you lose pounds safely until you reach the weight that most becomes you. Now at last you have the doctors' new modern way to reduce — to acquire that dreamed about silhouette, an improved slimmer, exciting, more graceful figure. Simply chew delicious improved Formula Dr. Phillips Kelpidine Chewing Gum and follow Dr. Phillips Plan. This wholesome, tasty delicious Kelpidine Chewing Gum contains Hexitol, **REDUCES** appetite and is sugar free. Hexitol is a new discovery and contains no fat and no available carbohydrates. Enjoy chewing this delicious gum and reduce with Dr. Phillips Plan. Try it for 12 days, then step on the scale. You'll hardly believe your eyes. Good for men too.

**\$1**  
12  
DAY  
SUPPLY  
ONLY



## MONEY-BACK GUARANTEE! 10 DAY FREE TRIAL!

Mail the coupon now! Test the amazing Dr. Phillips KELPIDINE CHEWING GUM REDUCING PLAN for 10 days at our expense. If after 10 days your friends, your mirror and your scale do not tell you that you have lost weight and look slimmer you pay nothing.

**AMERICAN HEALTHAIDS CO., Dept. CH-810, 318 Market St., Newark, N. J.**

Just mail us your name and address, and \$1.00 cash, check or money-order. You will receive a 12 day supply of KELPIDINE CHEWING GUM (improved Formula), and Dr. Phillips Reducing Plan postage prepaid.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

☐ Send me Special 24 day supply and FREE 12 day package for \$2.00. I understand that if I am not delighted with KELPIDINE CHEWING GUM and Dr. Phillips Reducing Plan, I can return in 10 days for full purchase price refund.

**SENT ON APPROVAL — MAIL COUPON NOW!**





**GEE! IT MUST HAVE  
TAKEN YEARS TO  
LEARN TO PLAY  
LIKE THAT!**



**NOT AT ALL! I DIDN'T KNOW  
A NOTE. YET I STARTED  
PLAYING WHOLE PIECES  
RIGHT AWAY!**

# Wonderful, Easy Way to Learn Enables You To PLAY REAL MUSIC Almost Overnight!

## EVEN IF YOU DON'T KNOW A SINGLE NOTE OF MUSIC NOW!

Yes, it's **TRUE!** In just a few weeks, you can be playing **REAL MUSIC** on your favorite instrument. Not by just a "trick" method that merely *seems* to teach you music. But really *reading* and *playing* actual sheet music—so easily and confidently that your friends will suspect that you've actually "known how" for years!



**NO TEDIOUS PRACTICING OF BORING SCALES AND EXERCISES REQUIRED.** Even if you don't know a single note now, you'll "start right in on pieces." This builds up your skill and confidence so rapidly that soon you'll be able to play **ALL** your favorite songs and compositions *by note*. It's all so clearly explained—so **EASY** to understand—that even children "catch on" at once.

### No "Talent" Needed

No wonder **OVER 900,000 PEOPLE** all over the world have turned to the U. S. School of Music method to make their dreams of playing music come true! No spe-

cial "talent" is needed. And you learn right at home, in the spare time of **YOUR OWN CHOOSING**—free from the rigid schedule imposed by a teacher. Costs only a few cents per lesson, including sheet music.

### Why Keep on Missing These Joys?

Why not let this famous home-study method bring the many pleasures of music into **YOUR** life? Good times! New friends. Gay parties. Extra money from playing or teaching. Possibly even a brilliant musical career. Best of all, the deep *personal* satisfaction of being able to make your own music—provide your own entertainment.



**SEND FOR Free Book**

### And Free Lesson-Sample

Let us **SHOW** you why our way to learn music is so **EASY**—and so much fun! See for yourself why our method has been so successful for 55 years. Mail the coupon below for our valuable 36-page **FREE BOOK**—and free Lesson-Sample which you can try out right at home. No obligation; no salesman will call on you. It can mean so much to you for the rest of your entire life—if you will mail the coupon **TODAY!** U. S. School of Music, Studio C1475, Port Washington, N. Y. (Special Reduced Prices on instruments to our students.)

### THOUSANDS NOW PLAY Who Never Thought They Could!

#### Mother Fulfills Desire

"After I had been married 13 years I saw my chance to fulfill my desire to play piano. In a few weeks I could play pieces a friend couldn't who took lessons for 3 years from a teacher."—Mrs. J. L. Newton, Louisville, Ky.



#### How Famous Orchestra Leader Got His Start

"I got my start in music with your Course. How easy it is to learn to read notes and play this 'teach-yourself' way! You did so much for me, I've enrolled my two daughters."—Lawrence Welk.

#### Amazes Friends

"In a few weeks I could play several pieces. Everyone was amazed, especially friends who had had lessons for years and whom it took 6 months to a year to play simple pieces."—Mrs. J. P. Perry, Princeton, W. Va.



U. S. School of Music, Studio C1475  
Port Washington, N. Y.

Send me Free Book and Free Lesson-Sample. No salesman is to call upon me. I'm interested in playing (name instrument) \_\_\_\_\_

☐ I do ☐ I do not—have instrument now

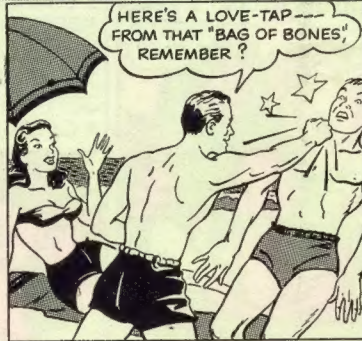
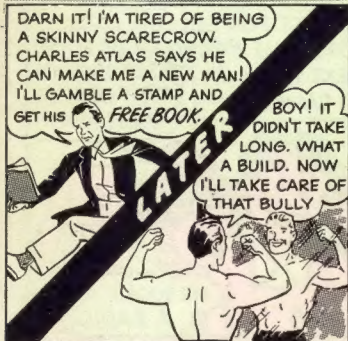
Name \_\_\_\_\_ (Please Print)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

☐ If 16 years or under check here for Book-let A.





## I Can Make YOU a New Man, Too, In Only 15 Minutes a Day!



**CHARLES ATLAS**  
Holder of title.  
"The World's  
Most Perfectly  
Developed  
Man."

PEOPLE used to laugh at my skinny 97-pound body I was ashamed to strip for sports or for a swim Girls made fun of me behind my back THEN I discovered my body - building system. "Dynamic Tension" It made me such a complete specimen of manhood that I hold the title, "The World's Most Perfectly Developed Man."

### What's My Secret?

When you look in the mirror and see a healthy, husky, fellow smiling back at you — then you'll be astonished at how fast "Dynamic Tension" GETS RESULTS! It is the easy, NATURAL method and you can practice in the privacy of your own room — JUST 15 MINUTES EACH DAY. Just watch your scrawny chest and shoulder muscles begin to swell . . . those spindly arms and legs of yours bulge . . . and your whole body starts to feel "alive," full of zip and go!

Thousands are becoming husky my way. I give you no gadgets to fool with. With "Dynamic Tension" you simply utilize the dormant muscle-power in your own body — watch it grow and multiply into real, solid LIVE MUSCLE.

**FREE** My 32 Page Illustrated Book is Yours — Not for \$1.00 or 10c — But FREE

Send for my book, *Everlasting Health and Strength* 32 pages of photos, valuable advice Shows what *Dynamic Tension* can do, answers vital questions A real prize for any fellow who wants a better build. I'll send you a copy FREE. It may change your whole life. Rush coupon to me personally: **Charles Atlas, Dept 605, 115 E. 23rd Street, New York 10, N. Y.**



**CHARLES ATLAS, Dept. 605,  
115 East 23 St., New York 10, N. Y.**

Send me — absolutely FREE — a copy of your famous book, *Everlasting Health and Strength* — 32 pages, crammed with photographs, answers to vital questions, and valuable advice This book is mine to keep, and sending for it does not obligate me in any way

Name \_\_\_\_\_ Age \_\_\_\_\_  
(Please print or write plainly)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

☐ If under 14 years of age check here for Booklet A.



How Gray Shadow Tracked  
Down the Mystery of  
Spike's Sudden Wealth.

**BOYS! GIRLS!  
LADIES!  
MEN!**

LAST WEEK HE TOOK A  
NEW AIR RIFLE  
IN THAT CAVE -

GRAY SHADOW  
HAS GOT TO  
TRAIL HIM!

UGH!  
PALE  
SQUAW  
GIVE-UM  
WAMPUM!

THANKS, MRS. JONES! THAT MAKES 10 BOXES I'VE SOLD THIS MORNING. IT'S EASY!

LOOK! A REAL  
WATCH  
TOO!

I CONFESS, KIDS- I GOT ALL THESE PREMIUMS JUST FOR SELLING WHITE CLOVERINE BRAND SALVE...NEXT WEEK I'M GETTING A CAMERA. IT'S A CINCH!

BOY! I'M SENDING IN THAT COUPON RIGHT AWAY!

ME TOO! I WANT  
A RADIO!

**ACT  
NOW!**

**WE ARE RELIABLE**

Lovable fully dressed  
Dolls over 15" in height,  
Ukuleles, Alarm Clocks.  
Write or mail coupon today.

**MAIL CO**  
**YOU GET BIG**  
**CATALOG**

Candid Cameras with carrying case, Telescopes, Watches (sent postage paid). **SIMPLY GIVE** pictures with **White CLOVERINE Brand SALVE** easily sold to friends, neighbors, relatives at 25c a box (with picture).

**ACT NOW!**

**WE TRUST YOU**

Alarm Clocks, Pen and Pencil Sets,  
Bibles, Billfolds, Telescopes, Roller Skates, Blankets,  
Aluminum Ware, Record Players, Movie  
Machines (sent postage paid).

**OUR 58<sup>TH</sup> YEAR**

**MAIL NOW!**

**Wilson Chem. Co. Dept. 148-MC Tyrone, Pa. Date.....**  
Gentlemen: Please send me on trial 14 colorful art pictures with 14 boxes of White CLOVERINE BRAND SALVE to sell at 25c a box (with picture). I will remit amount asked within 30 days, select a Premium or keep Cash Commission as explained under Premium wanted in catalog sent with order, postage paid to start.

NAME \_\_\_\_\_ AGE \_\_\_\_\_  
ST. \_\_\_\_\_ R. D. \_\_\_\_\_ BOX \_\_\_\_\_  
TOWN \_\_\_\_\_ ZONE NO. \_\_\_\_\_ STATE \_\_\_\_\_  
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Rate covers a postal card or airmail is covered by

OUR 58<sup>th</sup> YEAR - WE ARE RELIABLE.